DELTA CHI
FRATERNITY

Tools for Success After Creating a CrowdChange Page

YOU CREATED A CROWDCHANGE EVENT - WHAT HAPPENS NEXT?

Thank you for taking the first step towards planning a great philanthropy experience! Before your event goes live, it goes through a short approval process by Delta Chi IHQ staff. Here's what to expect:

1 - EVENT REVIEW AND APPROVAL BY IHQ STAFF

Once you submit your CrowdChange event, it is not immediately viewable to the public. A member of the Delta Chi IHQ staff will review the following:

- **Event Name:** Is it clear & appropriate?
- **Event Description:** Does it explain the purpose of the event and who it benefits?
- **Fundraising Goal:** Is one listed? Set a fundraising goal that reflects your ambition, even if it's modest. Events with goals raise more on average!
- **Beneficiary:** Is the benefiting organization correctly named? (ex: The V Foundation)
- **Branding:** Are logos and photos appropriate & respectful? Make sure your event page reflects the same look and feel you're using in other promotional efforts.

Tip: The more details you include up front, the faster your event can be approved!

2 - APPROVAL TIME

You'll typically receive approval within 3-5 business days. If an element of your event needs to be changed or fixed, we will email the event owner with feedback, questions and suggested edits.

Tip: Plan ahead! Don't create your CrowdChange event just a day or two before your event start date - there's a very real possibility that your event won't be approved in time.

3 - ONCE APPROVED, IT'S TIME TO PROMOTE YOUR EVENT!

Once your event is approved, it will go live on the CrowdChange website and you are encouraged to start sharing the link. It is recommended that you:

- Post the link on your chapter's social media pages
- Encourage other members to share their team pages (if applicable)
- Send out thank you notes/shoutouts and updates as donations come in
- Use the built-in tools to thank donors, share updates and post final totals - this builds lasting engagement.

4 - YOUR EVENT ENDED - NOW WHAT?

Once you've successfully hosted your event, now it's time to close it out. It's important to close out and archive your event so that staff at IHQ can stay up to date with events happening within our chapters.

Steps to Close Out an Event:

- Navigate to your Event Page
- On the right hand side of the page, click the red "Manage Fundraiser" button
- In the top right hand corner of the page, click the three dots
- Click the first option that says "Close Fundraiser"
    - If you fail to close your fundraiser after the event end date, the event will be closed for you by IHQ staff to maintain accuracy in open/live events on our event page.
- Your event will then be archived by IHQ staff once the semester of the event ends

ADD THIS TO YOUR EVENT PLANNING CHECKLIST:

To get your CrowdChange event ready for approval, make sure you've completed:

TASK	COMPLETED?
Event name and description are finalized	
Fundraising goal is set	
An appropriate start/end date for the fundraiser has been set	
The V Foundation (or other approved beneficiary) is listed	
Event branding (photo/logo) is added	
Event marketing plan is reviewed and shared	
Event budget has been reviewed with Executive Board	

NEED HELP UPDATING YOUR EVENT?

You can always edit your CrowdChange page before and after it is published. If you are stuck or need help making a statement with your event, reach out to your Officer Success Manager.

PRO TIPS FROM IHQ:

- Events with photos, fundraising goals, and strong descriptions raise more money!
- The same event description you use in your promotional materials should be visible and clear on your CrowdChange page.
- Use the built in leaderboard in CrowdChange to drive friendly competition.
- Do not be afraid to set a goal. It gives donors something to aim for!

CrowdChange is a resource to help you create an impactful, easy-to-manage philanthropy experience. Reach out to their team at any time for additional support.